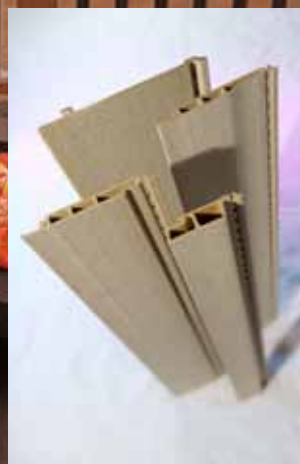


WOOD-PLASTIC COMPOSITES 2011

*The international business conference & exhibition for
the wood-plastic composites industry*



HEADLINE SPONSOR

battenfeld-cincinnati 

8-10 November 2011

Austria Trend Savoyen Hotel, Vienna, Austria

Images courtesy of: **battenfeld-cincinnati Austria GmbH**, **Beologic N.V.** and **Trex Company Inc.**

SPECIAL OFFER: Save €100 if you register before 7th October 2011

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WOOD-PLASTIC COMPOSITES 2011

8-10 November 2011,
Austria Trend Savoyen Hotel, Vienna, Austria

The market for wood-plastic composites is developing rapidly in Europe, helped by a series of product developments as well as improved marketing programmes and yet the European market is still only a fraction of the size of its potential.

AMI's **Wood-Plastic Composites 2011** conference will draw on experience across Europe to bring focus on the latest developments in the industry. In addition substantial contributions will be made by North American and Asian speakers. An array of papers will address the key issues facing participants in the wood plastic composites industry today: technology developments, best marketing practice and shifts in feedstock procurement. The purpose of the conference is to provide opportunities to learn from the experience of others and help illuminate the future for the market for wood plastic composites.

This is AMI's 8th **Wood-Plastic Composites** conference and the event is now well-established as the leading European and international event. Judging from prior events AMI expects participants from over 30 countries and 6 continents to attend, providing the most international context with which to understand the industry. **Wood-Plastic Composites 2011** will provide a broad based forum for companies processing, fabricating or selling timber or plastics products that are looking to explore or expand their businesses and to identify new opportunities. Come and talk with the technology leaders, gain a broad understanding of the status of the market and the momentum and focus of development. Participants will range from DIY retailers and brand-owners, upstream through technology and materials producers, providing a perfect opportunity to establish the partnerships and collaborations necessary to turn ideas into reality.

The conference sessions will be simultaneously translated into German and Italian.

Sessioni tradotte simultaneamente in Italiano.

Vorlesungen werden simultan ins Deutsche übersetzt.

EARLY BIRD REGISTRATION OFFER

Register before 7th October 2011 and pay €890 saving €100 on the full price of €990. There are additional discounts for group bookings. The registration fee includes attendance at all conference sessions, the welcome cocktail reception, lunch and refreshment breaks on both days, and a set of conference proceedings.

SPONSOR THIS EVENT

A variety of sponsorship opportunities are available at this conference to help to promote and enhance your company's products and services to this highly targeted international audience. Contact the conference hotline for further information.

CONFERENCE HOTLINE

Contact Maud Lassara, Senior Conference Organiser
Tel: +44(0)117 924 9442
Fax: +44(0)117 311 1534
E-mail: ml@amiplastics.com
for further information about this event

See the latest programme and confirmed speakers at:
www.amiconferences.com

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C O N F E R E N C E

Tuesday 8th November 2011

17.00 Registration
18.00-19.30 Welcome Cocktail Reception
There are no conference sessions on this day

Wednesday 9th November 2011

08.00 Registration and welcome coffee
09.00 Opening announcements

SESSION 1 - MARKET DEVELOPMENTS

- 09.10 **The market for WPC**
Mr. Jon Nash, Research Director,
AMI CONSULTING, United Kingdom
- 09.40 **Advancements in the WPC decking & railing market in North America**
Mr. Ronald Kaplan, Chairman, President & CEO,
TREX COMPANY INC., United States
- 10.10 **Channels to market: Professional vs Retail issues**
Mrs. Bénédicte Jezequel, Executive Vice President,
SILVADEC, France
- 10.40-11.10 Morning coffee sponsored by: 
- 11.10 **Progress of European building application**
Speaker to be confirmed
- 11.40 **The role of bought-in compounds in accelerating new product development**
Mr. Marc Thometschek, CEO,
BEOLOGIC N.V., Belgium
- 12.10 **Responding to Asian imports**
Dr. Asta Eder, Proprietor,
ASTA EDER COMPOSITES CONSULTING, Austria
- 12.40- 14.00 Lunch

SESSION 2 - MATERIALS DEVELOPMENTS

- 14.00 **Latest developments in short, long and even continuous flax fibre/PVC composites**
Mrs. Claudine Bloyaert, Technical, Marketing &
Development Manager,
SOLVIN S.A., Belgium
- 14.30 **Simulated woodgrain: two decades of evolving technology**
Mr. Chris Piazza, Business Manager,
AMERICHEM, United States
- 15.00 **WPC profiles-improving output, performance and aesthetics**
Dr. Reiner Hess, Head of Application Technology,
LIFOCOLOR FARBEN GmbH & Co. KG, Germany
- 15.30 **WPC performance improvement-novel fibres**
Mr. Kevin Ross, Business Manager,
IMPACT SOLUTIONS, United Kingdom

16.00-16.30 Afternoon tea sponsored by:



PROGRAMME

- 16.30 **Advanced recovery and recycling technologies for use of post-consumer polymers in WPC and PPC products**
Mr. Jonathan Mitchell, Project Engineer,
NEXTEK Ltd., United Kingdom
- 17.00 **Natural & accelerated weathering test methods**
Mr. Jeffrey Quill, Director of Technical Applications,
Q-LAB CORPORATION, United States
- 20.00 Conference Dinner

Thursday 10th November 2011

- 08.30 Registration and welcome coffee
09.00 Opening announcements

SESSION 3 - MARKET DEVELOPMENTS

- 09.10 **Wood Fibre Composite: the enhanced WPC for use in house construction**
Mr. Jos Beverborg, Project Manager, DELTAWOOD B.V., and
Dr. Ir. Albert ten Busschen, Technical Director,
POLY PRODUCTS, Netherlands
- 09.40 **WPC foam technology and its applications**
Mr. Takeyasu Kikuchi, CEO,
WPC CORPORATION, Japan
- 10.10 **WPC Platform Austria-successful in a unique network**
Ms. Monika Daucher, Project Manager,
CLUSTERLAND OBEROESTERREICH GmbH, Austria

10.40-11.10 Morning coffee sponsored by:



SESSION 4 - PRODUCTION TECHNOLOGY

- 11.10 **New production trends for WPC**
Mr. Steve Jones, European Business Manager,
CINCINNATI MILACRON LLC, United Kingdom
- 11.40 **Optimizing compounding plants for WPC compound based on PVC**
Mr. Manfred Wiedmann, General Sales Manager Bulk
Materials Plants,
COPERION GmbH, Germany
- 12.10 **Boosting efficiency in WPC extrusion**
Dipl.-Ing. Mathias Daniel, Director Markets & Technologies,
Division Construction,
battenfeld-cincinnati Austria GmbH, Austria

12.40-14.00 Lunch

Travel to battenfeld-cincinnati Austria GmbH premises

Practical Demonstration at battenfeld-cincinnati Austria GmbH

Conference bags sponsored by:



AMI reserves the right to alter the programme without notice.
The latest programme including any new speakers or changes to schedules
can be viewed on our website: www.amiconferences.com

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battenfeld-cincinnati: leading solutions

Wood Plastic Composites (WPC) stand for tailor made product properties and new design possibilities. Above that, waste free production, 100 % recyclability and up to 90 % grown resources contribute to more sustainable product cycles. Within the wide variety of possible applications Decking has established itself as the main product category. Yearly European growth rates, following the North American trend over the last years, are reported of up to 25 %.

battenfeld-cincinnati has responded to global trends by forming three divisions that pool the know-how and experience of all group brands. The Construction Division focuses on visible products for private and public buildings, providing solutions for window, construction, small and technical profiles, PVC sheet and solutions for wood/plastic composites. battenfeld-cincinnati has been serving the WPC industry for more than 15 years and placed about 220 extrusion lines worldwide!

battenfeld-cincinnati offers its customers flexibility and enhanced product quality, combined with high output by using ultra-modern technology, innovative process engineering and our know-how in producing complete production lines. From planning and design through to on-site implementation, we provide tailor-made, complete solutions.

Welcome to Vienna!

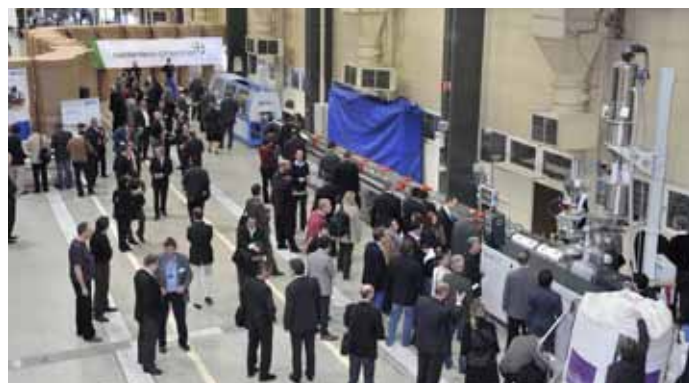


Image courtesy of: **battenfeld-cincinnati Austria GmbH**

4 GOOD REASONS WHY YOU SHOULD ATTEND:

1. Key papers will give you professional assessments of the sustainability of wood-plastic composites and the environmental benefits they offer

2. Find out about the latest developments in the technology for wood-plastic composites and how you can apply it to your business

3. Learn about how the raw materials perform in wood-plastic composites and what it means for product performance and cost

4. Gain practical knowledge on the application of wood-plastic composites from the leading players already in the field

WOOD-PLASTIC COMPOSITES 2011

CONFERENCE INFORMATION

Fax back to +44 (0)117 311 1534